

# Impact Of Collective Memory And Contagious Communication On Human Behaviour

Dr. Abdul Ghani<sup>1</sup>, Dr. Muhammad Umair Chaudhary<sup>2\*</sup>, Dr. Muhammad Kashan Atif<sup>3</sup>

<sup>1</sup>Assistant Professor, School of Mass Communication, Minhaj University, Lahore, Pakistan.

<sup>2\*</sup>Assistant Professor (IPFP-Fellow) Department of Mass Communication, Virtual University, Lahore, Pakistan

<sup>3</sup>Assistant Professor, Riphah International University, Faisalabad, Pakistan.

\* Corresponding Author Email: [umair.chaudhary@vu.edu.pk](mailto:umair.chaudhary@vu.edu.pk)

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## Abstract

The primary purpose of this research study is to analyze and investigate the primary concepts of collective memory and contagious communication. This exposition investigates the development of collective memory and, contagious communication exploration, showcasing its interdisciplinary roots and, planning as this sort extends. Qualitative research has been used for this research study. The current analysis is based on 22 previous studies published between 1990 to 2019 and uses data from those earlier investigations. It is important to know how people think about the past to understand how content creation and collective memory work in this era of contagious communication, because showcasing offices have become an effective way for people to learn about the past. The study results show that collective memory and contagious communication inflict significant impact on human behavior.

**Keywords:** Collective Memory, Contagious Communication, Human Behaviour

## Introduction

Right-wing populism poses a danger to liberal democracy on a global scale because it mimics Nazi notions of power via its anti-pluralism and the denial of minorities' protections. In order to gain public support, several political parties in Western Europe are capitalizing on the anxieties and vulnerabilities associated with globalization, the economic crisis, and mass migration. Even if populist views on the right are commonplace in certain nations, they are almost unheard of in others. In Italy, Austria, and France, right-wing populism is thriving, but it is marginal and socially undesirable in Germany. Because each country's fascist history is stigmatized to various degrees

by its communal memory of the past, while right-wing populism may flourish in certain nations, it is seen as a dangerous and illegitimate notion of power in many others (Manucci, 2019).

The cycles behind collective memories show that gatherings of individuals keep a typical story of a time in history (Lee et al., 2010). A truth of communal memory is that it encompasses both present needs and historical events and people. A solid collection of persons is a strong foundation for the collective memory, but people assemble those who can recall. While this recognition is commonly strong and expected by all, individual members shift in the power they experience. Collective memory can be saturated with recognition, misconceptions, or sentimentality, yet it is not harmless (Hume, 2010). Moreover, interest in memory can gain from these contending renditions of history by examining "the advanced settings made by the creators, contagious communication, and general population, following the past through every specific spot where information about the past is communicated" (Glassberg, 2001).

Late collective memory exploration has connected history with human science and brain research, which "guides our focus toward the verifiable setting wherein recollecting happens" (Young, 1999). Researchers have also thought about the impact of communication upon collective memory, taking note of the media's verifiable symbolism and planning explicitly to engage huge crowds and individuals with relaxation time (Glassberg, 2001). Political entertainers, columnists, and other social entertainers effectively contribute to collective memories in dedicatory and non-memorial settings. Dedicatory developments include purposeful endeavors to shape aggregate memory on events committed to public recognition, like commemorations of huge previous occasions, e.g., 9/11 fear-monger assaults, or in assigned public memory locales (most outstandingly, remembrances). Non-dedicatory developments are more open in beginning and reason (Tenenboim-Weinblatt & Baden, 2016).

The media give the stage to arrange and mold collective memories while likewise filling in as dynamic specialists in developing these memories. They form the basis of the accounts maintained by political and social entertainers. Developments of aggregate memory occur in assorted media designs, from those most firmly lined up with the past, such as authentic TV dramatization, or those ordinarily considered in the present space, e.g., most strikingly political news, etc. (Hariman & Lucaites, 2007).

In the present era, one of the most hotly debated challenges in marketing is how to distribute a message and make a communication memorable (Botha, 2014). Correspondence managers ought not to neglect to focus on the reason and principle work that online media satisfies; it is there to work with the association between individuals. Subsequently, interchanges that are outfitted towards working with these associations are bound to be fruitful (Chohan, 2013). Cooperating with customers permits advertisers to all the more likely comprehend the purchaser's dynamic interaction, their feelings, and their conduct on the web (Leon et al., 2010).

This examination, exploring the memory, is essential to understand the connection between collective memories and, contagious communication in the era of mass communication. How

does such an arrangement happen, and why do these intricate subjects deserve insightful consideration? This exposition investigates the advancement of exploration in collective memory and contagious communication, featuring its interdisciplinary roots and planning as this kind extends. Given the lack of sufficient clarity about the concept of collective memory, the researcher assumed to accept that exploratory mental examination can help delineate the elements of the standard, collective memory, primarily if it centers on conceptualizations of collective memory as identified with individual memory. These constraints support the call for research on what makes contagious communication for online substances circulate on the web. This proposal researches the variables that add to the spread of content on the web. This part initially checks out the foundation hypothesis, sums up a survey of viral advertising writing, and recognizes holes in the writing. Subsequently, the examination inquiries of the review are verbalized. This is followed by a conversation about the papers used to accumulate the exploration.

### **Research objectives**

- i. To know and analyze the impact of collective memory on human behavior
- ii. To know and analyze the impact of contagious communication on human behavior

### **Literature Review**

Candia et al. (2019) discussed how both spoken conversation (communicative memory) and physical recording of knowledge maintain collective memory and attention (cultural memory). Analysis of scholarly papers, as well as online attention given to music, movies, and biographies, was conducted by the researchers. According to the researchers, cultural goods are shown to decay in a universal biexponential function if we isolate the time component of the decay.

Kennell and Lesjak (2018) argued that various remembrance events across the nations of the former Yugoslavia provide instances for a fresh understanding of the relative gloom of such events, which are tied to sorrow and pain. When it comes to accomplishing this goal, this essay relies on the concepts of communal memory and memory research. According to researchers, events that draw heavily on personal memories and have a high degree of current political importance are considered the gloomiest and difficult to handle.

According to Harris et al. (2008), collective memory is a difficult concept to define precisely, and the suggested qualities and limitations of collective memory vary widely among experts depending on their field of study and scope of inquiry: When it comes to the word "collective memory," it is "a term searching for a meaning."

Botha (2014) explains that the promoting organizations utilize this term 'Contagious Communication' for Viral showcasing is characterized as an electronic information exchange by which advertising messages associated with as company, brand, or product are routinely sent through a variety of platforms, including web-based media..

Tenenboim-Weinblatt & Baden (2016) argued that the meanings of collective memory accentuate various perspectives and suggestions, contingent upon the viable disciplinary setting. Four aspects constitute collective memory and show up in many definitions.

- In the first place, collective memory concerns a gathering's or alternately society's recollections of the past.
- In the second place, this past is understood through the viewpoint of the present and deciphered to fill present necessities and needs, related with bunch personalities.
- In the third place, collective memory includes the dynamic development and portrayal of the past, generally accomplished through the transactions of a broad scope of entertainers (e.g., political elites and the media, but additionally, different makers of culture and information).
- Fourth, the spread of the subsequent developments of the past and their apportionment by people in the general public or gathering is shown in individuals' correspondence and practice.

This absence of detailed examination could be because customary reviews and investigations frequently do not work in viral advertising (De Bruyn & Lilien, 2008). The web is making new friendly networks that could not have been framed without this new capacity to interface across incredibly assorted and scattered areas, and these networks should be reached in various ways (Botha, 2014).

Watts et al. (2007) describe that "as engaging as a viral model of promotion appears to be in principle, its low achievement rate enormously muddles its functional ramifications." Analysts stay muddled regarding what drives the spread of content on the web.

Blomström et al. (2021) argue that they essentially characterized viral advertising as "network - upgraded informal ."The spread of a message from one shopper to another through an interpersonal organization. Then again, rather than eye-to-eye correspondence, the message is disseminated through digital media. Because of this, the phrases "verbal, electronic, or electronic" were coined as synonyms.

Hirst & Manier (2008) discuss that studying an individual's memory inside a culture is not the appropriate level of examination into collective memory. Collective memory may be seen as split between persons who did not experience a certain moment when examining a culture rather than an individual: There is no engagement in the communal memory.

Misztal (2005) states that most investigations into collective memory have concerned such expansive issues as remembering the job of collective memory for molding social character, keeping up with ethnic clashes, and supporting political philosophy, rather than analyzing the people who make up the system.

Zerubavel (1997) argues that collective recollections are not depictions of one's own personal understanding, they may serve as "memories" for the interactions of the group from the beginning of time. In other words, when we talk about collective memory, we're not merely referring to the ways in which instances of communal recall shape our own personal recollections, whereas collective memory is simply the demonstration of social recalling, with specific accentuation on open celebrations like strict celebrations, e.g., Eid festivals and other public occasions.

Kitch (2006) shows that in the last two decades, researchers in the field of contagious communication have begun to contribute to this already impressive body of work. The broadcast accounts of the past can be more vital than historical examples in the study hall, partially due to TV's remarkable methods for narrating. Media contacts a more significant number of individuals than exhibition halls, empowering individual and passionate associations with the past. Surprisingly, only contagious communication that reports the present enhances to chronicled memory; future generations may use it as a recorded archive and memory sign.

Winfield & Hume (2007) state that an expanded magazine flow and ascend in include stories, scientists associated the new and old i.e. present and, the past; featuring a story as the nation approached the matter of country building.

According to Hume (2010), reports are social developments, and "the paper, as the transporter of reports, takes an interest in developing the psychological universes in which we live rather than in the propagation of "this present reality we live according to." Furthermore, new types of information and data conveyance in the twentieth century also affected collective culture and memory. Collective memory definitively outlines the creation and gathering of business culture.

Street (1991) states that there was an emergency in memory in the nineteenth century, starting with the utilization of the message, which broke up obstructions of existence and empowered papers to take on another job that focused on trade over collective memory.

Edy (1999) states that collective memories "become a sort of normal correspondence cash," including a specific language that should be utilized regardless of testing the legitimacy or precision of standard memory.

Gustafson (2008) has dug into the communication development of the occasion or even the media's obligation regarding it. The media work counterproductively to block crowds' capacities to participate in insightful and helpful public examinations instead of supporting them. Individuals live by the incredible illustrations of social ideas shaped by communication and memory.

Hirst et al. (2018) state that small groups, such as a marriage, a family, or a neighborhood association, may form collective memories, as can huge ones, such as countries, the worldwide Catholic congregation, or terrorist organizations like ISIS. They have an impact on the community's collective identity.

## **Research Methodology**

Research into collective memory and infectious communication has a long and interesting future, especially in the context of mediated communication. It's an exciting time to be in the world of communication technology. Computerized innovation, with its ability to request and capacity, just as its instantaneousness and intelligence, obscures the limits of communication and collective memory (Haskins, 2007). Qualitative research has been used for this research study. Looking through the collective memory starts from different scholastic disciplines, depicting its job for bunch personality, social practice, political talk, collective activity, and making and protecting history. Inspect how precisely broad communication crowds get, suitable, and underwrite spread recollections; building stories of the past may succeed or neglect to acquire acknowledgment (Tenenboim-Weinblatt & Baden, 2016).

## **Research Design**

There was a lot of work done on the case study because it required a lot of research into how data is collected and what it means. This proposal helps us understand the theories of collective memory and contagious communication better. Use proposals to talk about a lot of different tools and strategies. The sample size of this research study is based upon the previously published 22 research papers/studies conducted in the past, which were published between 1990-2019. Accumulated data from the research papers, seen as a piece of the overall sentiments, were annihilated from the illuminating record. Notwithstanding, the data quality and number of explores recommend that this information give a solid explanation to analyze theories of communication and collective memories. The information obtained for the evaluation was collected by using a survey. The review is the most helpful gadget for this evaluation because it provides the most secure method of overseeing accumulated qualitative data as this method is advantageous as well as easy to set up results.

## **Data Analysis**

In this examination, the researchers investigated the memory that applies to the area of collective memory. As the quantity of studies has thrived, so too have the purposes behind why contagious communication spreads collective memory. Most of the exploration is worried about the collective memory and contagious communication of those passing along the content. Additionally, as engaging as a viral promotion model appears in principle, its low achievement rate extraordinarily muddies its practical ramifications. Analysts stay clear regarding what drives the spread of correspondence content on the web. These investigations can give knowledge into the elements that might be significant in determining contagious communication, collective memory, and the results of recollecting with others. As shown by recent research on the influence of conversation on memory, models of collective memory should anticipate that the sum of the parts of shared memories would exceed the sum of the individual parts when there is infectious communication.

## Discussion

The investigation discourses the consequences and outcomes (both positive and negative) of recollecting in a gathering, regardless of whether the kind of gathering, the specific recovery elements of the contagious communication, or the substance of the memory impact the results of collective recalling. Addressing every one of these studies ought to give understanding into the conditions and cycles by which memories become divided between groups of individuals and how the elements of shared collective memory may not be quite the same as those of a singular memory. This extra post-conversation memory can be precise or wrong, yet it will generally incorporate just those things presented by other gathering individuals during the conversation, rather than new correspondence content. Significantly, conversation influences the exactness of post-cooperation individual review, and sharing recollections in a gathering implies that the encounters of others might be embraced as our own and that the outcomes of recalling with others are continuous.

## Conclusion

The primary purpose of the research work is to examine and, analyze the primary concepts of collective memory and contagious communication. The term "remembrance" is related to individuals and groups with different perspectives. The terminology varies from individual to individual and group to group in the collective memory. The researchers used different tools in the collective memory process, and communication is considered the central part. Brands use contagious communication to create content that is always remembered in the customer's mind- commonly used by marketing companies or agencies. Contagious communication and collective memory have a significant relationship. The research concluded that collective memory and contagious communication significantly impact human behavior.

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